

HED Property
Owners
Association
Directors

★★★

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CIM Group, Inc.

Joel Fisher
Vice President
The Avalon

Jose Malagon
Secretary
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Center

Jeff Rowze
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Hillview LLC

Chris Bonbright
Whitley Crum
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MTA

William Hertz
Marti Thuares

Nathan Korman
1723 Wilcox

Ron Radachy
Davis
of Hollywood

Hilary Royce
Church of Scientology
International

Alan Sieroty
Sieroty Company

Thaddeus Smith
The Music Box at the
Henry Fonda

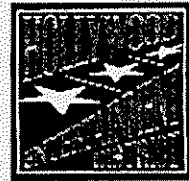
Tej Sundher
Hollywood
Guinness Wax
Museum

John Tronson
Tronson Investment
Group

Bob Victor
VanOwen Realty
Corporation

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Kerry Morrison
Executive Director



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Property Owners Association
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November 13, 2006

TO: Holly Wolcott
Office of the City Clerk

FROM: Kerry Morrison 
Executive Director
Hollywood Entertainment District POA

SUBJECT: Third Quarter
July 1, 2006 – September 30, 2006

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ADMIN. SVCS

As is required in our Agreement with the City of Los Angeles, I am submitting our Third Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- The HED celebrated its 10-year anniversary with a dinner party for property owners at the Pantages Theatre on September 14, 2006. Nearly 130 people attended this event. All expenses were paid from proceeds from ticket sales.
- On August 17, the HED Nominating Committee mailed the announcement of the slate of nominees for the board of directors for terms beginning November 2006 through November 2009. The five nominees include: Bill Hertz, Ron Radachy, Frank Stephan, Tej Sundher, John Tronson.

II Security

- A competitive bidding process was initiated for the HED security contract, which is scheduled to expire on December 31, 2006. An ad-hoc committee was chosen consisting of three members from the Security Committee (John Tronson, Chris Bonbright, Joel Fisher); one member from the Board (Lynda Bybee); and three at-large property owners (Steve Ullman, Frank Stephan and Kathy Ketchum). Requests for proposals (RFP's) were sent to 18 security companies on September 27. A pre-bid walk through of the District is scheduled for October 7.

- The Board of Directors, upon the recommendation of the Security Committee, approved a contribution of \$40,000, payable over two years, to a new outreach project designed by People Assisting the Homeless (PATH). It is called HERO – Hollywood Emergency Outreach Team. It is a \$350,000 two year program to dedicate homeless outreach workers to Hollywood. The CRA has agreed to pay for 2/3 of the cost, if 1/3 can be raised in the community.
- Four additional video surveillance cameras became operational in the Hollywood Entertainment District during August. This brings to nine the number of cameras donated by the HED to the LAPD Hollywood Division.
- A twelve-week experiment with hybrid security (four armed officers and two unarmed ambassadors) came to an end after Labor Day. It appeared that the ambassadors were well-received by tourists; especially those that spoke Spanish. The only downside is that when a team of two armed officers were at the LAPD station, only one-team of two officers remained in the BID.
- With respect to the street character situation, little progress was made during this quarter. A meeting was held on August 15 at Hollywood & Highland with CD-13 Chief of Staff, David Gershwin. The BID representatives asked for Garcetti's help in securing an opinion from the city attorney's office on the following question:
 - "Is there a regulatory framework within which it would be legal to require identification badges to be worn by individuals involved in performances, street art or posing for tips on the public right-of-way in the Hollywood Entertainment District?"
- The Board also authorized an expenditure of up to \$9,000 to hire a first amendment attorney to advise the HEDPOA on potential and legally defensible remedies to address the unregulated street character issue in front of the Kodak and Grauman's Theatres, subject to those two entities matching the HED's contribution (\$3,000 each).
- The HEDPOA Board approved \$13,000 toward a bonus to be paid to the HED security officers to recognize their professionalism and productivity. The funds were released to Burke Security and distributed according to Burke's criteria for recognizing merit.

III Streetscape Issues

- In January, the HED paid to have the 16 Canary Island Date Palms trimmed at both intersections along Hollywood Boulevard – Vine and Highland.

- All 90 concrete planters that had been in the BID for over 10 years were finally donated to various schools and community groups by August.
- To improve the pedestrian experience along the Boulevard, a Hollywood "public patio" was installed near 6522 Hollywood Boulevard in July. Five sets of colorful metal tables and chairs are set up five days a week along one of the Boulevard bump-outs. Pedestrians have been taking advantage of this amenity, located under the shade of Jacaranda trees.
- HED worked with the landscape contractor for the Fan Palms West Project, PCL, to secure five new trees to replace those that were considered in ill-health or defective by the HED's landscape consultant.
- In conjunction with a planning class at UCLA's Graduate School of Urban and Regional Planning, Sarah MacPherson has prepared a conceptual plan for the improvement and full utilization of alleyways in the Hollywood Entertainment District.

• **IV Marketing Issues**

- A readership survey of BID BIZ readers was conducted in June and tabulated and reported in the August issue.
- The HED and the Chamber held a joint press conference on July 25 to commemorate the re-lighting of a traffic advisory sign, located on the southbound 101 Freeway at the Highland off-ramp.
- The HED participated with a booth at the San Gennaro Festival, which returned to Hollywood, September 21-24. A short survey was taken at the booth by 360 visitors, and the results were tabulated for presentation in the November BID BIZ.

• A baseline housing inventory was prepared, to document how many housing units are in the BID at this time, to serve as a benchmark for future years, given the influx of new housing to come on line.

V. OTHER

- The Board authorized the staff to advocate with the city for the timely development planning for the city parking lot, formerly referred to as the Dolittle Lot.
- After a presentation on "Flex-Car," as a possible innovative program to encourage car-sharing in the BID in the future, the CRA and HED plan to organize a meeting of property owners on this before year's end. The program requires about \$17,000 in sponsorships to underwrite in its first year.

- At the request of the owners of the Equitable Building, the HED will draft a letter indicating that there is no intent to re-light the Star Trackers at Hollywood and Vine. This is necessary to assure potential condo-buyers that there will not be klieg lights shining in their bedroom windows at night.

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Revenue Received to Date: \$ 2,342,350

Budget Line Item	Budget Allocation	Total Expended this Quarter	Q1+Q2 Expenses	total Expended YTD	Projected Remaining for the Year
Security	1,112,000	286,934	479,252	766,186	345,814
Maintenance & Streetscape	636,195	163,049	318,596	481,645	154,550
Marketing & Consulting	156,000	53,269	63,801	117,070	38,930
Administration	136,271	40,853	65,662	106,515	29,756
Personnel	221,676	58,660	114,864	173,524	48,152
Contingency	60,000	-	-	-	60,000
Total	2,322,142	602,765	1,042,175	1,644,940	677,202

